FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00034517 **Type of Permit:** FILMING **Release Date:** 12/13/2010

Production Company REN KELLEY PRODUCTIONS

Insured Company Name

Contact Phone No. 1 347-678-6222
Contact Phone No. 2
Fax
Address 36 CLINTON AVE, SUITE 5C
BROOKLYN, New York 11238

Production Title ADIDAS

Type of Production Commercial - Standard

Producer Lian Desmarias

Director Romain Garvas

1st AD Sean Tippins

Production Manager Harvey Horton

FilmL.A. Coordinator Yulizza Ramirez

Location Manager Chris Gutierrez
Primary Phone Mobile - 213-324-3183
Secondary Phone Office - 347-678-6222

Location Assistant None None
Primary Phone Office - 347-678-6222
Secondary Phone

Fees

Posting 300	$207.00
Posting 900	$207.00
Notification Charge	$465.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,589.00

Number of Locations 4

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Summary Information — Location

Permit Number	F00034517	**Location Manager**	Chris Gutierrez
Production Company	REN KELLEY PRODUCTIONS	Primary Phone	Mobile - 213-324-3183
Insured Company		Secondary Phone	Office - 347-678-6222
Production Title	ADIDAS		

Location Address LA Riverbed under 6th St Bridge, Los Angeles, CA, 90023

Location Type River bed

Location Description LA RIVER BED

Film Dates 12/15/2010 - 12/15/2010 05:00 - 15:00

Open or Closed to the Public Closed

Generic Conditions All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Ren Kelley, Chris Gutierez.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	40
Cube Trucks	2
Generator	1
Motor Homes	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	40

Filming Activities Exterior Dialogue; BMX bike riders doing performance tricks off existing pile ons and walls; Russian arm pursuit of bicycles; ITC on Santa Fe Ave.,, under the 6th St. Bridge at the entrance of the LA River;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Coordinator Note LOCATION APPROVED PER JOYCE FREDHOLM ON 12/13/10.

Parking

Base Camp
Location Type : To Be Determined

Crew Parking
Location Type : To Be Determined

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Summary Information — Location

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Production Company REN KELLEY PRODUCTIONS
Insured Company
Production Title ADIDAS

Location Manager Chris Gutierrez
Primary Phone Mobile - 213-324-3183
Secondary Phone Office - 347-678-6222

Location Address 600 S Santa Fe Ave, Los Angeles, CA, 90021

Location Type Business

Film Dates 12/14/2010 - 12/15/2010 05:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Equipment vehicles may park on one side of street
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Arts District Guidelines Revised April 29 2009.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	40
Cube Trucks	3
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	40
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Interior Dialogue; Intermittent traffic control - 2 minute standard (except 0700-0900 hrs & 1500-1900 hrs); Band performing in warehouse;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** H5

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Location

Posting "No Parking" signs B/S Mesquit St, Santa Fe Ave - Jesse St

Approximate Footage 0 - 300 **Log Number** 8516

Date(s) 12/14/2010 to 12/15/2010 **Time(s)** 00:00 to 00:00

Posting "No Parking" signs B/S Mesquit St, 6th St - Jesse St

Approximate Footage 0 - 300 **Log Number** 8516

NO PERMIT

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Summary Information — Location

Permit Number	F00034517	**Location Manager**	Chris Gutierrez
Production Company	REN KELLEY PRODUCTIONS	Primary Phone	Mobile - 213-324-3183
Insured Company		Secondary Phone	Office - 347-678-6222
Production Title	ADIDAS		

Date(s) 12/14/2010 to 12/15/2010 **Time(s)** 00:00 to 00:00

NOT A PERMIT

Permit #F00034517

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Summary Information — Location

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Production Company REN KELLEY PRODUCTIONS
Insured Company
Production Title ADIDAS

Location Manager Chris Gutierrez
Primary Phone Mobile - 213-324-3183
Secondary Phone Office - 347-678-6222

Location Address 710 S Santa Fe Ave, Los Angeles, CA, 90021

Location Type Loft

Film Dates 12/14/2010 - 12/15/2010 07:00 - 22:00

Open or Closed to the Public Closed

Equipment on Location

Type	Quantity
5 or 10 ton trucks	3
Cast/Crew vehicles	40
Cube Trucks	3
Generator	1
Motor Homes	2
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	40

Filming Activities Interior Dialogue; Band performing in warehouse;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** H6

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Coordinator Note LOCATION CANCELED PER AJ VALDEZ ON 12/13/10. POSTING AND NOTIFICATION FEES DUE.

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Location

Posting "No Parking" signs E/S Santa Fe Ave, 7th St - Violet St
CANCEL POSTING FEES DUE.

Approximate Footage 601 - 900 **Log Number** 8517-CANCEL

Date(s) 12/14/2010 to 12/15/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

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Summary Information — Location

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Production Company REN KELLEY PRODUCTIONS
Insured Company
Production Title ADIDAS

Location Manager Chris Gutierrez
Primary Phone Mobile - 213-324-3183
Secondary Phone Office - 347-678-6222

Location Address PEDESTRIAN STEPS ALONG 4TH ST BRIDGE AT SANTA FE AV, LOS ANGELES, CA, 90013

Location Type Sidewalk

Film Dates 12/14/2010 - 12/15/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cube Trucks	2
Generator	1
Picture vehicles	1
Stakebed Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	30
Off-Duty/Retired LAPD Officer(s)	2

Filming Activities Drive ups & away; Equipment on sidewalk, in curb lane & across street; Exterior Dialogue; Exterior establishing shots; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; Talent jogging/walking up/down steps. Camera on 4th St. BRIDGE sidewalks above location.;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** H5

Approvals LOS ANGELES POLICE DEPARTMENT Gabriel Martinez

Parking
Base Camp
Location Type : Private Parking Lot

Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs E/s Sante Fe Ave., Mateo St. - South 300'

Approximate Footage 0 - 300 **Log Number**

Date(s) 12/15/2010 to 12/15/2010 **Time(s)** 00:00 to 00:00

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Ren Kelley ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 12/13/10

Representative's Signature

Chris Gutierrez

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Ren Kelley

Name of Principal (i.e. company name)

361 Clinton Ave. Ste. 5C

Brooklyn, NY 11238

Principal's Mailing Address (Please Print)

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT

SPECIAL FILMING CONDITIONS
THE ARTS DISTRICT

The Special Film Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this are is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit(s) will be issued for this area. The decision whether or not a particular permit(s) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

This is a mixed-use area that includes manufacturing facilities, warehouses, artists/artisans and residents. These Special Conditions apply to the area roughly between 1st Street and 7th Street and between Alameda Avenue and the LA River. Within the past ten years, this area has experienced an influx of permanent residents into what was predominantly a light to heavy manufacturing zone for over 75 years.

The motion picture industry has amicably co-existed with the businesses and residents of this area for decades and desires to continue to do so. These Conditions are designed to promote cooperation between film companies, local businesses and residents so that each group can effectively utilize this diverse area. Violation of any of the conditions as outlined below may result in permit revocation or other administrative action.

- Affected residents/merchants and businesses must be notified at least two days in advance of the first day of filming or the first day of any substantial set preparation for productions that:
  - Request parking restrictions on the following public streets: Traction Avenue, East 2nd Street (except Alameda Street to Garey Street), East 3rd Street, Vignes Street, Molino Street (Palmetto Street to 4th Street only)
  - Request a street closure
  - Involve any special effects, gunfire, audible playback, helicopter activity, or other disruptive activities
  - FilmL.A. or the production company shall consult a designated community representative when an applicant requests a permit with less than two days notice under the above circumstances
- Posting on more than one side of Traction Avenue, East 2nd Street (except Alameda to Garey), East 3rd Street (except Vignes to Santa Fe), Vignes Street, Molino from 4th Street to Palmetto, Hewitt from Palmetto to 4th Street, 4t Street from Colyton to Molino requires a notification to a designated person in the building where alternate parking is not provided. Posting on both sides of the above streets is allowed without signatures on Sundays.
- When "No Parking" signs are posted on both sides of Hewitt between 4th Street and Traction Avenue, Art Share (213-687-4278) and Bedlam (213-909-1512) must be notified.
- Posting for equipment and/or picture, other than the streets listed above, will be reviewed on a street by street basis and may not exceed 450 linear feet. Additional posting may be granted if there is a majority of support from affected residents/businesses/merchants, and indicated on the permit. After filming is completed, companies are requested, as a courtesy (only LADOT is to touch the posting signs), to turn all "No Parking" signs around so that they face the opposite direction.

NOT A PERMIT

- Companies must provide adequate detour and directional signage when street closures are in place, conforming as much as possible to current LADOT standards and practices. Detour routes must accommodate large, semi and tractor trailer trucks.

- The Arts District is home to many art gallery openings and live, local theater. When the following locations are directly impacted, notification is required if in conflict with a scheduled event at the Downtown Playhouse (929 E. 2nd Street 213-626-6909) and Art Share LA (801 E. 4th Place 213-687-4278).

- Productions filming near residential buildings after midnight or before 6:00am are required to notify designated representatives of the proposed activity. Contact information for building representatives will be made available on request from the community filming liaison (Jonathan Jerald 213-814-7164).

- Crew with walkie-talkies must wear headsets when filming after 12:00 am and before 6:00 am.

- Changeable Message Signs (CMS) will be required on the day(s) of filming activity that requires a full closure on the 1st, 4th and 6th Street Bridges. CalTrans/LADOT approved notification signs are sufficient and must be in place in advance of filming activity and must include the dates and times of closures.

- Cast/Crew are not permitted to park on the area streets. Off-street parking must be provided for personal vehicles.

- Generators are to be placed as far away from residential buildings as possible. Placement will be considered on a case-by-case basis.

- Production companies are required to completely remove all trash, food, cardboard boxes, etc. from the general vicinity at the end of each filming day. Production companies will be held responsible for the actions of the catering companies they employ to provide food for the cast and crew.

- Food should not be given directly to the homeless persons in the area. Production companies wishing to help the homeless should do so though one of the service providers in the downtown area.

- FilmL.A will monitor frequency and look for ways to mitigate the impacts of filming prior to placing a location off limits.

- Unless a signature survey is completed, the west side of Mateo Street between 4th Place and Palmetto Street must be kept clear of equipment, vehicles, condors and lights. This area, however, may be used for camera placement between the hours of 7:00 am and 10:00 pm only.

- When filming take place after 10:00 pm or before 7:00 am, generators are to be placed as far as possible away from residential buildings and lights are to be screened to avoid disturbing nearby residents.

- The Molino Loft buildings (500 and 530 Molino Street) and Marc Free should be notified (310-871-2652) for filming activity or parking restrictions along 4th Place between Molino and Mateo [the curve].

NOT A PERMIT

- Due to the mixed use nature of the neighborhood, productions wishing to utilize space along the west side of Santa Fe Ave. between 2nd and 3rd Streets and the north side of 3rd Street from Santa Fe Avenue to west 100 feet must obtain a signature from Valerie Mitchell or designated representative (213-687-3987).

- Frequent filming in the area of Vignes and 2nd Streets along with the high demand for parking in the area requires that posted "No Parking" on Vignes Street between 1st Street and 2nd Street shall be limited to no more than 200 feet, unless alternate parking or notification are provided to a designated representative from the building.

- The area near 3rd and Traction Avenue is home to many small businesses that have greatly helped to develop the area. In order to be sensitive to these businesses it is necessary for production companies to obtain signatures from the following businesses when there are filming activities or parking on the 700 block of 3rd Street between Traction Avenue and Hewitt Street: Zip Fusion- Jason Ha (744 E. 3rd Street, 213-680-3770); Lakich Studio-Lily Lakich (704 Traction Avenue, 213-620-8641); Ay Carrumba (714 Traction Avenue, 213-620-0274); Wurstkuche Sausage Grill- Joseph Petruzulli (800 E 3rd St, 213-667-4444); Blue Dahlia (738 E 3rd St, 213 613-0621)

- Outdoor food preparation using charcoal or gas grills must be at least 100 feet away from any residential building.

NOT A PERMIT